CLINIQUE

Typography Guidelines.

Our typography creates a dynamic visual harmony through the tension of our bold and technical typefaces.

Typography is an essential element of our brand.

Clarity drives our typography—everything we make is universally understood. Our typography is infused with a daily dose of optimism, creating a sense of possibility and personal agency. We cut through the noise with bravery by using bold, graphic headlines.

We do this by cleverly using our primary font, Clinique's Helvetica Neue, to create bold and impactful essential type, while using our secondary font, Clinique's Nitti, to create efficacious and detailed supporting type.

Together, our typefaces create a unique visual harmony to communicate the ethos of our brand.

Table of contents.

Type styles.

Type styles.

Understanding how to use Clinique's Helvetica Neue and Clinique's Nitti across all Clinique creative channels.

Primary font.

· Type styles
· Typesetting
· Substitutions

Secondary font.

· Type styles
· Typesetting
· Substitutions

PRIMARY FONT

Clinique's Helvetica Neue.

DOWNLOAD CLINIQUE'S HELVETICA NEUE

Clinique's Helvetica Neue

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 012 3456789!@#$%^&*()+}{":?>

CLINIQUE'S HELVETICA NEUE TYPE SPECIMEN

Lorem ipsum dolor sit amet, consectetur adipiscing elit. *Quisque sit amet augue scelerisque velit eleifend dapibus et eu arcu.* Nam nec lacus enim. Lorem ipsum dolor sit amet, consectetur adipiscing elit. *In porta libero sit amet sollicitudin tristique. Fusce cursus orci orci, ac lacinia ipsum facilisis et.* **Nullam eu vestibulum leo. Vivamus at commodo purus.** *Ut tellus sem, suscipit non malesuada at, tincidunt vitae nulla.*

THE WEIGHTS OF CLINIQUE'S HELVETICA NEUE WE USE: LIGHT, REGULAR, BOLD

Clinique's

Make a bold statement with Clinique's Helvetica Neue.

Clinique's Helvetica Neue is a guiding source of communication and remains clear and bold, always acting as the primary typeface used across our communications.

Our version of Helvetica is uniquely named— Clinique's Helvetica Neue. It's undeniably us and no other version of Helvetica should be used in its place.

As our primary font, all primary and dominant type styles are set in Clinique's Helvetica Neue. This guide helps these styles remain clear, prominent, and the highest-order style and visualization of our brand.

Clinique's Helvetica Neue provides clear, direct, and bold visuals to our brand.

✓ Clinique's Helvetica Neue should…

· Be used prominently and boldly

· Be bold and dynamic to create engaging brand statements

· Be used as supporting body copy to create clean and legible content

· Be used for fine print to ensure the smallest size with the highest legibility

Clinique's Helvetica Neue works best when used as the star of the show.

✗ Clinique's Helvetica Neue should not…

· Be applied to small, technical copy, such as call outs, eyebrows, or calls to actions, unless embedded directly into body copy

Bold and dynamic headlines

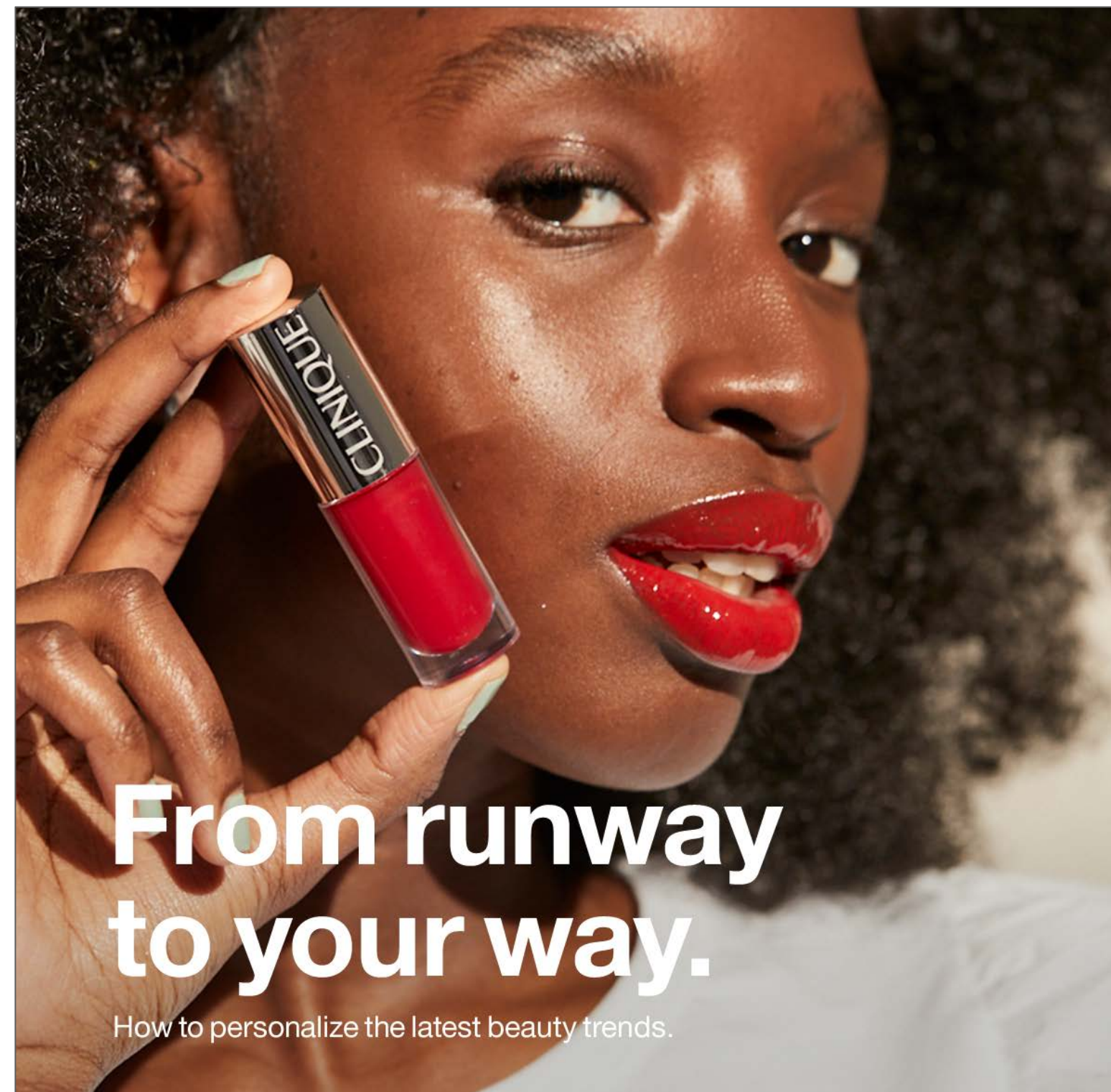**Direct and clear subheadlines, creating a unique tension with the technical precision of Clinqiue's Nitti's call outs**

Balanced headline and sub copy.

Why it works: Clinique's Helvetica Neue provides balance between headlines and sub copy, creating engaging, but easy to read content.

Large and dynamic headlines.

Why it works: Clinique's Helvetica Neue is bold and dynamic, creating impactful headlines and dramatic visuals.

Balanced and bold headlines and subheadlines.

Why it works: Clinique's Helvetica Neue creates balance between headline styles, creating bold, but understandable hierarchy.

Clinique's Helvetica Neue type styles.

As our primary font, all primary and dominant type styles are set in Clinique's Helvetica Neue. This guide helps these styles remain clear, prominent, and the highest-order style and visualization of our brand.

TYPE STYLE	TYPE SETTING
Headlines *Clinique's Helvetica Neue Bold* *Sentence Case*	## Our smartest wrinkle fighter—now for eyes.
Subheadlines *Clinique's Helvetica Neue Bold* *Sentence Case*	**Meet life's daily dehydrators with stabilizing hydration.**
Body Copy *Clinique's Helvetica Neue Regular* *Sentence Case*	With CL1870 Peptide Complex to help support your dermal structure for smoother, younger-looking skin.
Setting Lists & Product Benefits *Clinique's Helvetica Neue Regular* *Sentence Case*	• Silky lotion delivers 8-hour hydration.
Disclaimers & Fine Print *Clinique's Helvetica Neue Regular* *Sentence Case*	*Consumer testing on 150 women. **Suggested retail price.

Headlines.

Our **headline style** is big, bold, dynamic, and clear. For maximum impact, they should be limited to 3 lines max and should not exceed 40 characters.

Usage Rules

Headline style in action

Font	**Font Weight**	**Case**	**Ideal Character Limit**
Clinique's Helvetica Neue	Bold	Sentence Case	40 Characters

Subheadlines.

Our **subheadline style** provides support for our headlines, creating a clear hierarchy with its bold, dynamic appearance. To evenly balance the headline and subheadline, do not exceed 100 characters.

Usage Rules   Subheadline style in action

Correct.
Super-concentrated actives + optimum absorption.

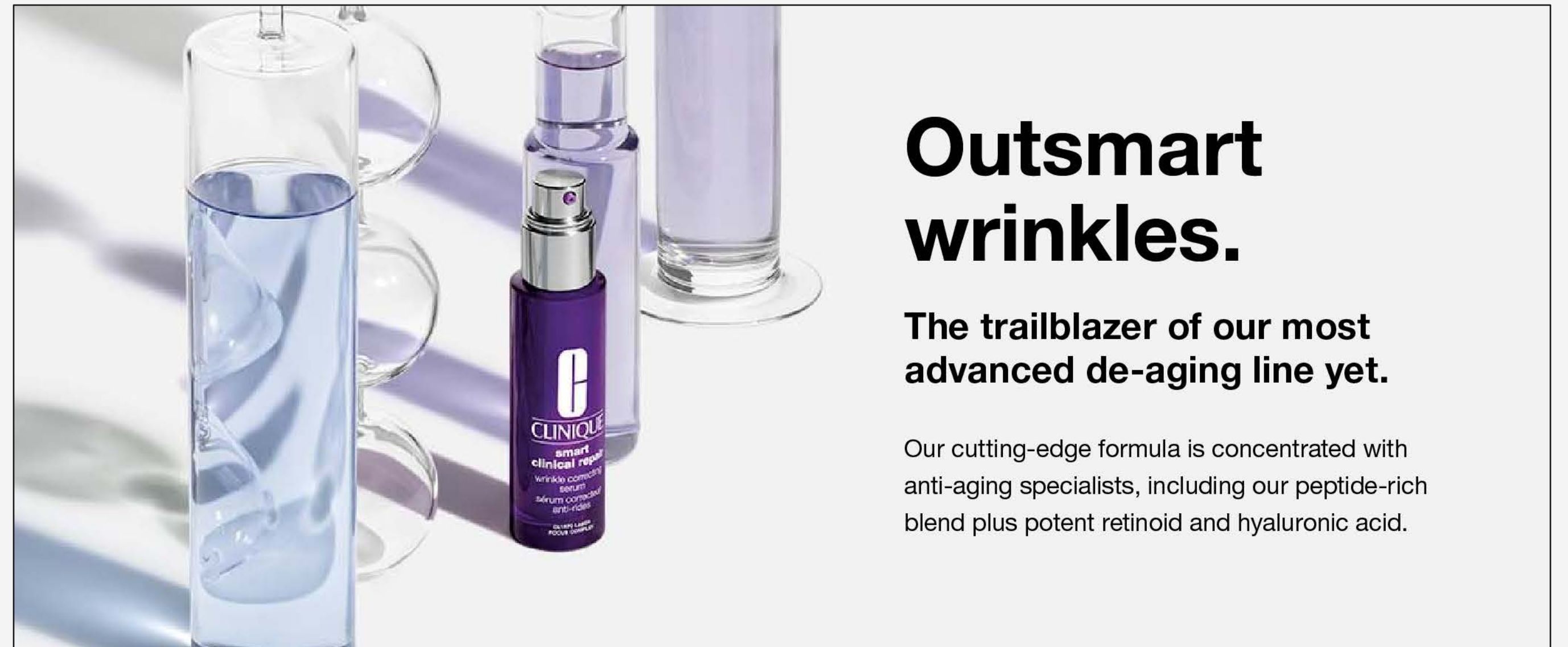| Font	Font Weight	Case	Ideal Character Limit
Clinique's Helvetica Neue	Bold	Sentence Case	100 Characters

Body copy.

Our **body copy style** is for longer paragraphs where extensive copy is needed. To encourage high readability and legibility, do not exceed paragraphs of 10 lines.

⚠ **SIZING**

To ensure maximum legibility, Clinique's Helvetica Neue Body Copy style should not be set smaller than **8pt in print** or **18pt in digital**.

Usage Rules

Body copy style in action

Outsmart wrinkles.

The trailblazer of our most advanced de-aging line yet.

Our cutting-edge formula is concentrated with anti-aging specialists, including our peptide-rich blend plus potent retinoid and hyaluronic acid.

Font	Font Weight	Case	Ideal Line Limit
Clinique's Helvetica Neue	Regular	Sentence Case	10 lines per paragraph

Setting lists + product benefits.

The **Setting Lists + Product Benefit style** should nest within body copy, aligning to the left-most margin, and should always use a midpoint.

⚠ **SIZING**

To ensure maximum legibility, Clinique's Helvetica Neue Setting Lists + Product Benefits style should not be set smaller than **8pt in print** or **18pt in digital**.

Usage Rules

Setting lists + product benefits style in action

Just getting better.

Dry skin? Try Dramatically Different Moisturizing Lotion+™ for an instant hydration boost while strengthening your skin's moisture barrier.

· In 4 hours, it strengthens skin's moisture barrier by 34%.
· Skin that holds onto moisture has a youthful-looking glow.

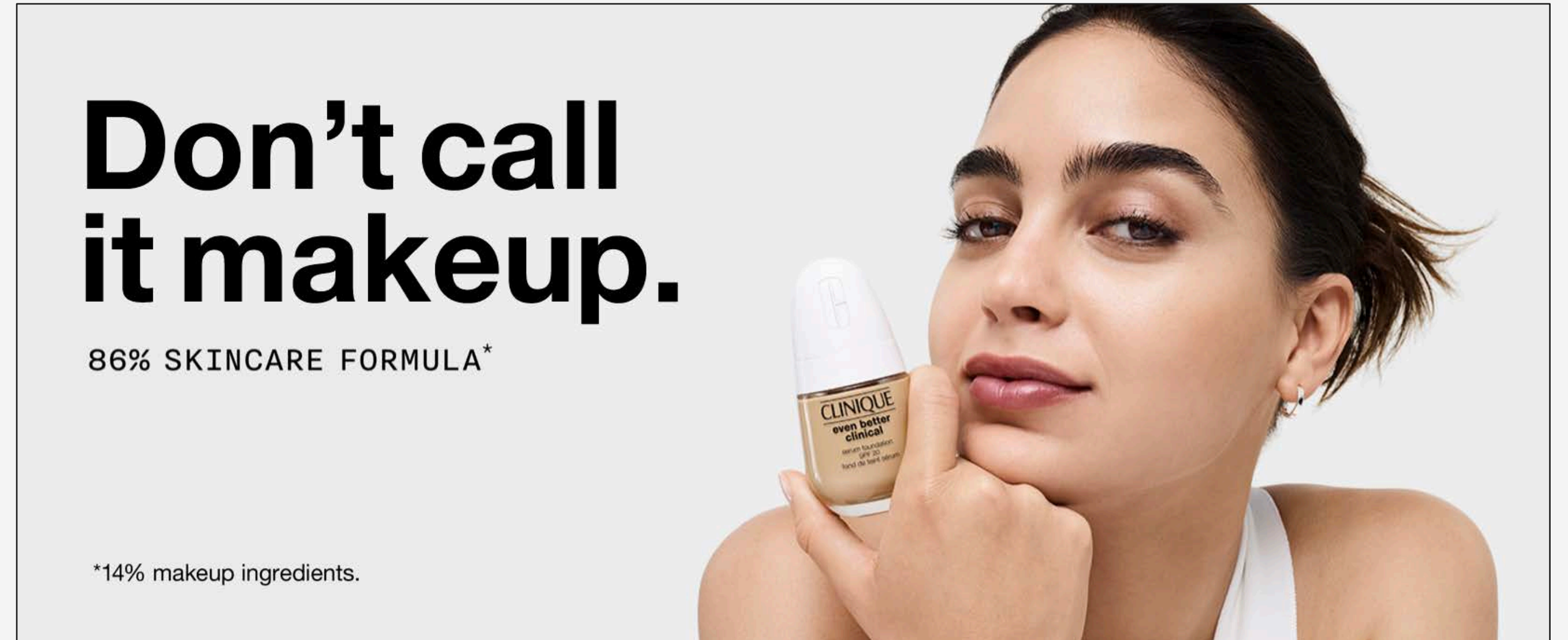| Font	Font Weight	Case
Clinique's Helvetica Neue	Regular	Sentence Case

Disclaimers + Fine Print.

The **Disclaimers + Fine Print style** should remain below the primary content, often at the bottom of the creative, and should not be distracting.

⚠️ **SIZING**

To ensure maximum legibility, Clinique's Helvetica Neue Disclaimers + Fine Print style should not be set smaller than **6pt in print** or **18pt in digital**.

Usage Rules

Disclaimers + fine print style in action

Don't call it makeup.

86% SKINCARE FORMULA*

*14% makeup ingredients.

Font	Font Weight	Case
Clinique's Helvetica Neue	Regular	Sentence Case

Primary font typesetting.

Typesetting.

We adhere to specific typesetting standards when using Clinique's Helvetica Neue.

⚠ ***EXCEPTIONS**

There may be exceptions to case settings, such as setting Clinique's Helvetica Neue in all caps for in-copy eyebrows, or setting Clinique's Helvetia Neue to all lower case in video supers.

CASES

Text is always set as sentence case. It is never set in caps, lowercase, or title case. Proper nouns are capitalized as normal.

✓ **SENTENCE CASE**

We have lash lift-off.

✕ **ALL CAPS***

WE HAVE LASH LIFT-OFF.

✕ **TITLE CASE**

We Have Lash Lift-Off.

✕ **LOWER CASE***

we have lash lift-off

TRACKING

All uses of Clinique's Helvetica Neue must be set to **zero tracking except in areas of very large type, i.e., a retail environment**. This helps to ensure readability and legibility across its applications.

✓ GOOD

Serum

0 Tracking
Good

✕ TOO TIGHT

Serum

-10 Tracking
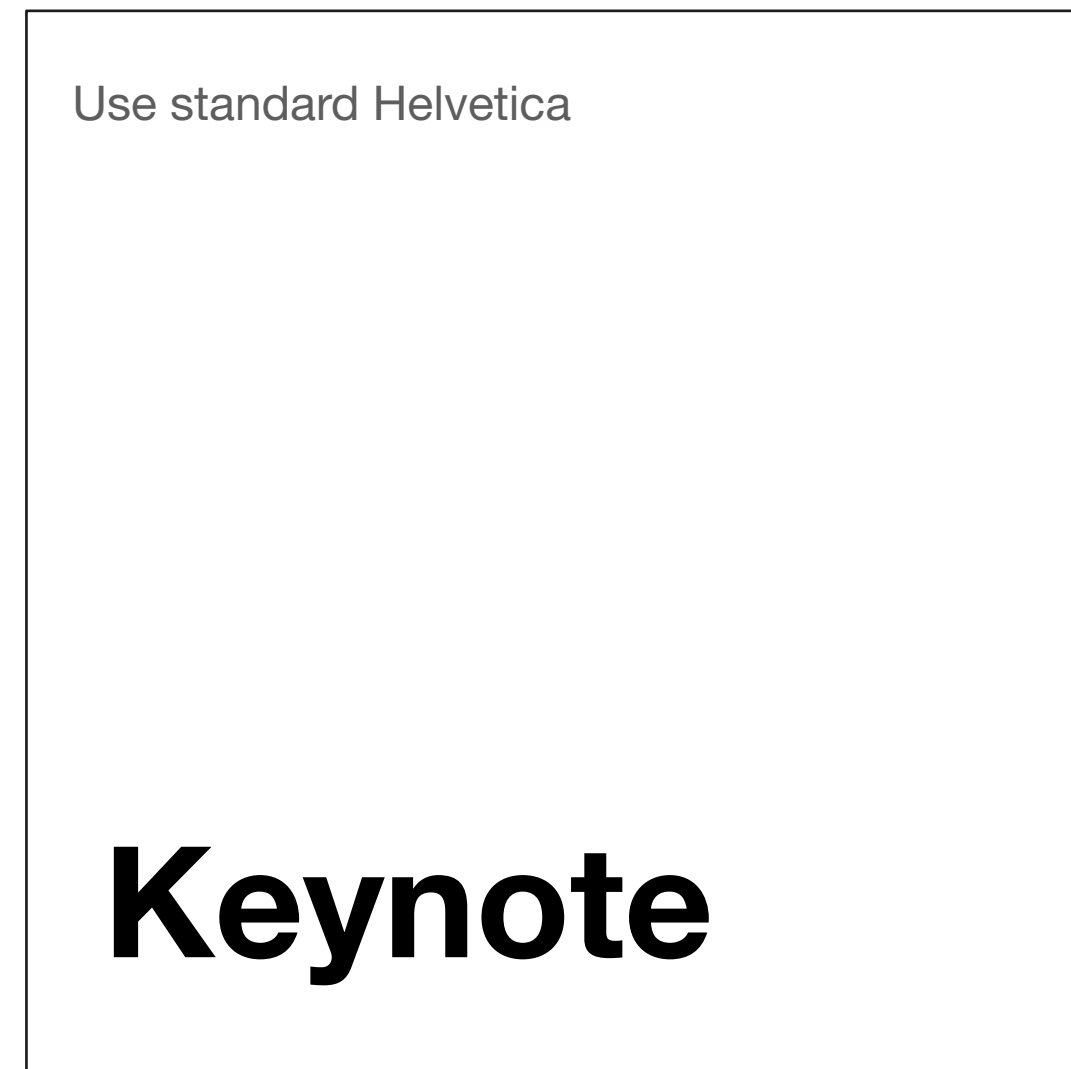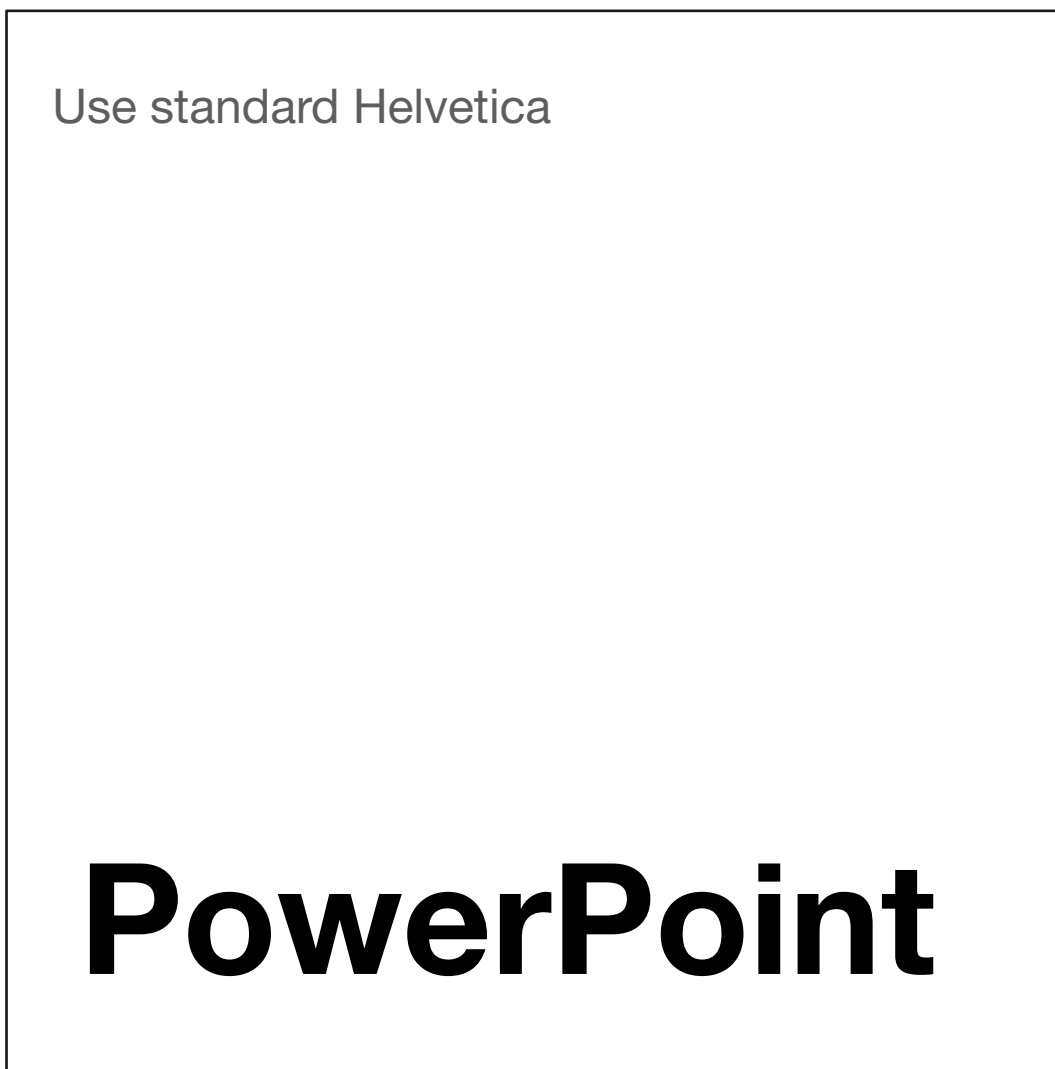*Too tight*

✕ TOO LOOSE

Serum

+10 Tracking
Too loose

Primary font substitutions.

In programs that do not allow the usage of Clinique's Helvetica Neue, i.e., PowerPoint, you may use the standard version of Helvetica that is available.

Use standard Helvetica

PowerPoint

Use standard Helvetica

Keynote

SECONDARY FONT

Clinique's Nitti.

Clinique's
Nitti.

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 01
23456789!@#$%^&*()+}{":?>

CLINIQUE'S NITTI TYPE SPECIMEN

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sit amet augue scelerisque velit eleifend dapibus et eu arcu. Nam nec lacus enim. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In porta libero sit amet sollicitudin tristique. Fusce cursus orci orci, ac lacinia ipsum facilisis et. **Nullam eu vestibulum leo. Vivamus at commodo purus. Ut tellus sem, suscipit non malesuada at, tincidunt vitae nulla.**

THE WEIGHTS OF CLINIQUE'S NITTI WE USE: LIGHT, REGULAR, BOLD

Clinique's

Clinique's Nitti brings creative efficacy to our typography.

As our secondary typeface, Clinique's Nitti helps us create informative, hierarchy-based structures. It gives a sense of technological efficaciousness that is particularly well suited for our products, editorial storytelling, and other scientific callouts.

Clinique's Nitti is best suited for annotation level content, providing clean and clear through lines between imagery and copy.

Clinique's Nitti helps create a balance between being informative and optimistic, adding a sense of excitement to Clinique's Helvetica Neue's more direct tone.

Clinique's Nitti acts as supporting copy, adding clarity with a sense of whimsy.

✓ **Clinique's Nitti should...**

· Be used as supporting copy that either explains or clarifies information

· Be used in small, detail-oriented 'scientific' moments

· Be used sparingly across layouts as moments of tension to support Clinique's Helvetica Neue

Clinique's Nitti is not meant to be overused or treated as a primary font.

✕ **Clinique's Nitti should not...**

· Act as a primary font

· Be used for copy that does not support a clarifying or scientific statement

· Be overused in layouts or occur repetitively

· Be set large or in a size equivalent to a headline or subheadline

Clear hierarchy and information in contrast to Clinique's Helvetica Neue

Playful, but informative call out.

Technical and efficacious stacked hierarchy.

When we use Clinqiue' Nitti, it is to clarify, explain, and call out information, primarily copy that has a scientific and technical meaning.

When we set Clinique's Nitti, it is done in clearly contextual ways, whether through annotation lines (See: the **Annotation** section of our Layout Guidelines) or bound to the content itself (see: the **Call Outs** section of this Typography Guideline).

Examples of copy that is scientific and technical:

85% SAY
LINKES +
WRINKLES
LOOK
REDUCED.*

VISIBLY REDUCE
DARK SPOTS + SEE
SMOOTHER SKIN IN
2 WEEKS.*

Claims provide scientific and efficacious statements that directly tie to visuals.

HYALURONIC ACID

BLUE LIGHT

Calling out specific ingredients or properties add scientific and technical appeal.

Our Aloe Bioferment + HA Complex brings together two potent hydrators to help attract moisture and keep it in.

Short-form paragraphs that provide direct scientific and efficacious statements.
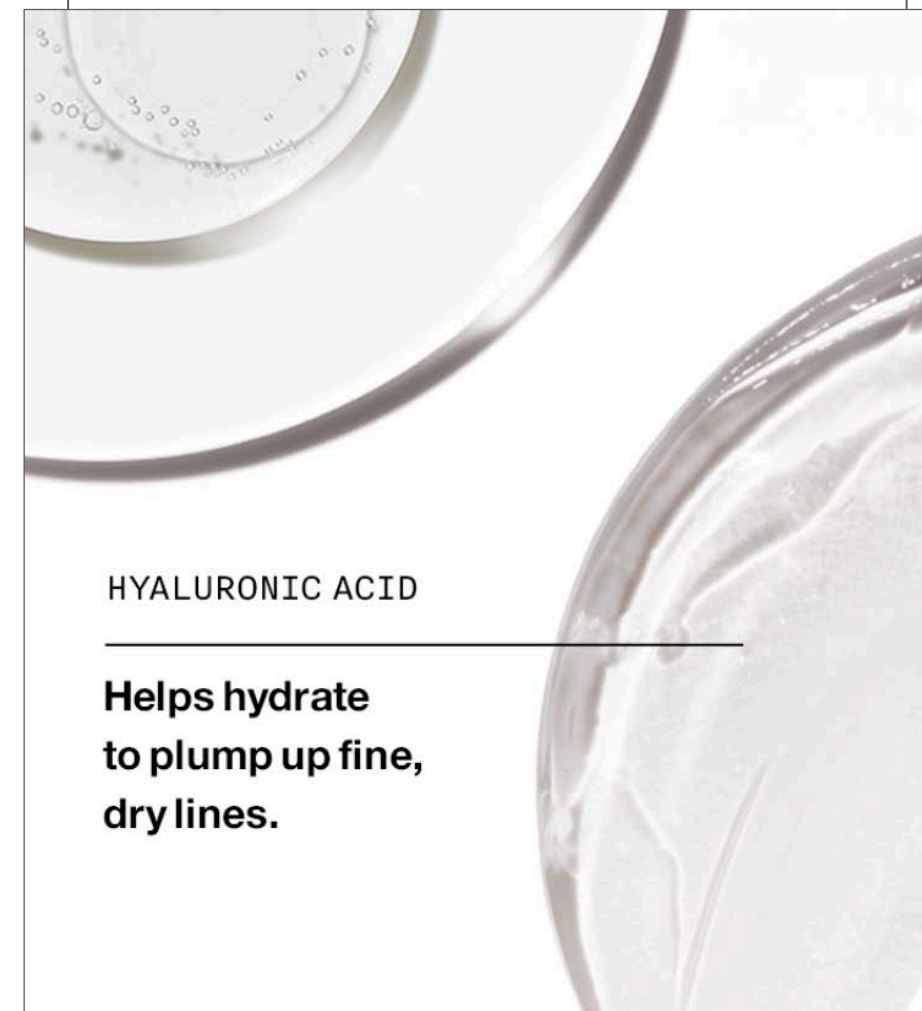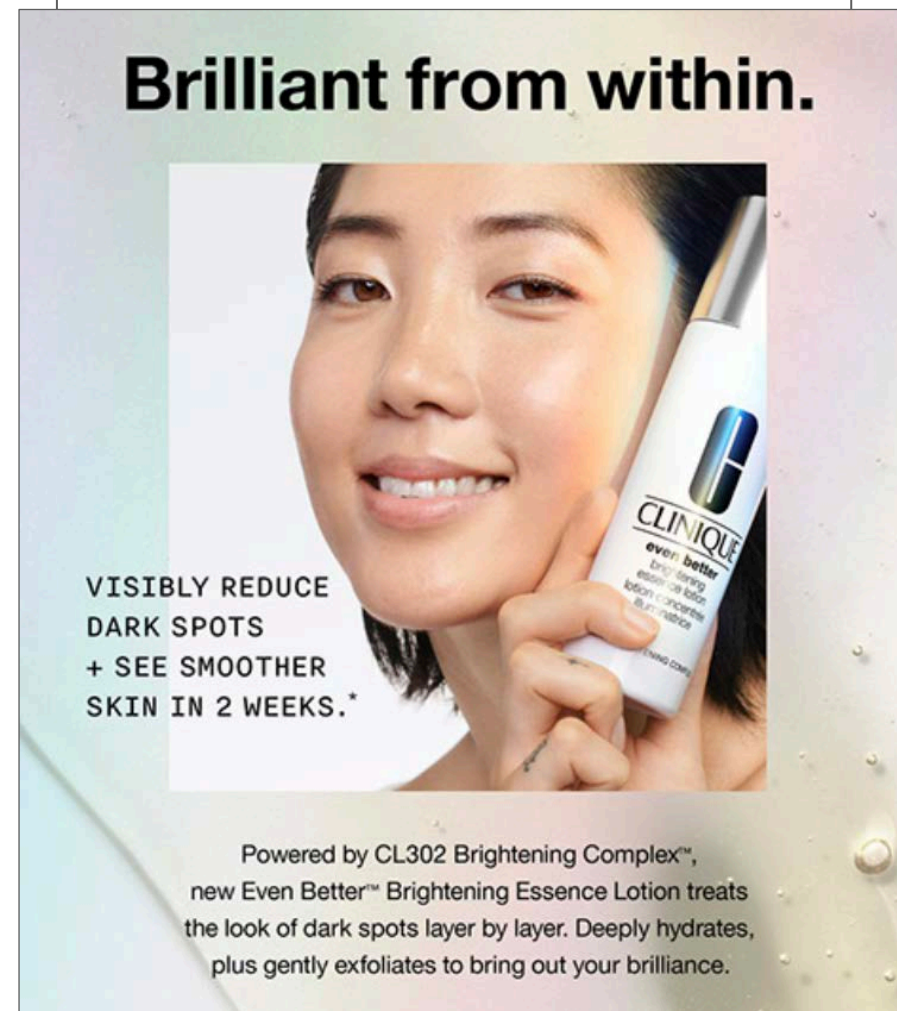
85% SAY
LINKES +
WRINKLES
LOOK
REDUCED.*

VISIBLY REDUCE
DARK SPOTS + SEE
SMOOTHER SKIN IN
2 WEEKS.*

HYALURONIC ACID

BLUE LIGHT

Our Aloe Bioferment + HA
Complex brings together
two potent hydrators to
help attract moisture
and keep it in.

In Claims:

The claim is directly
linked to the product via
annotation line.

In Claims:

The claim is directly linked
to the visuals by being
layered over the imagery.

In Ingredients:

The specific ingredient is
linked directly to the visuals
via an annotation line.

In Call Outs:

The specific property is
linked directly to the visuals
by wrapping around it.

In Storytelling:

Scientific storytelling is
short, direct, and
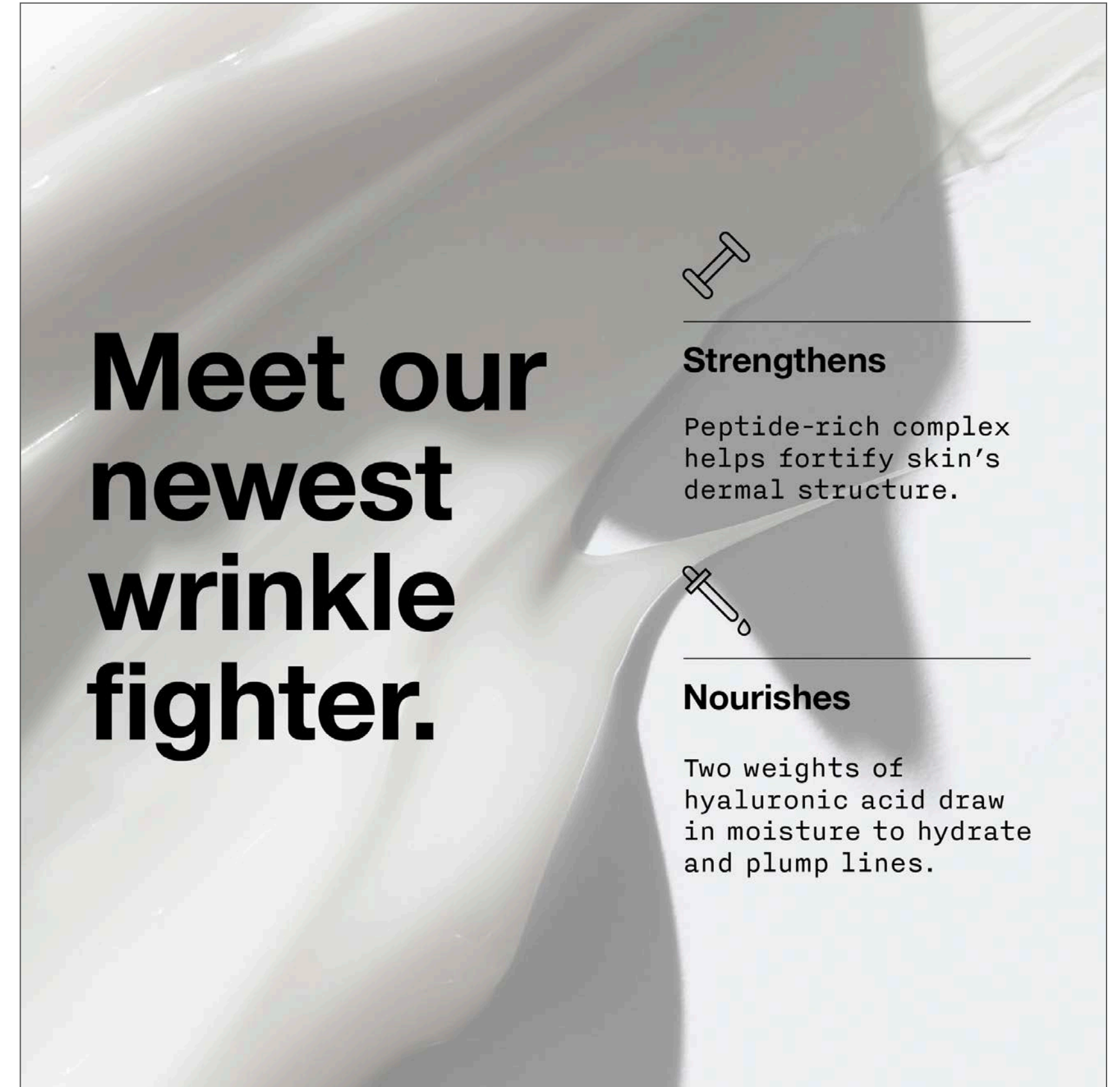informative.

Playful, but informative call outs.

Annotations that bring clarity and wit.

32%
MICRO-ACID+ COMPLEX

Technical and precise information.

Meet our newest wrinkle fighter.

Strengthens

Peptide-rich complex helps fortify skin's dermal structure.

Nourishes

Two weights of hyaluronic acid draw in moisture to hydrate and plump lines.

Why it works: Clinique's Nitti can be used to create call outs that provide clarity, but still appear technical.

Why it works: Clinique's Nitti helps to draw the eye to more precise and efficacious statements in a clean and clear way that also directly correlates back to imagery.

Why it works: Clinique's Nitti adds technical precision to scientific editorial content that both creates tension with Cliniques's Helvetica Neue and provides visual hierarchy within copy.

Clinique's Nitti type styles.

As our secondary font, Clinique's Nitti helps cue visual efficacy and clarity for Clinique's science and technology communications.

Clinique's Nitti is meant only for short copy and should never extend across paragraphs or multiple lines of copy unless it's for editorial science storytelling.

TYPE STYLE	TYPE SETTING
Callout *Clinique's Nitti Bold* *All Caps*	**NEW**
Product Name *Clinique's Nitti Regular or Bold* *All Caps*	CLINIQUE SMART CLINICAL REPAIR™ WRINKLE CORRECTING SERUM
Claims *Clinique's Nitti Regular* *All Caps*	99% SAY SKIN FEELS DEEPLY HYDRATED.*
Price *Clinique's Nitti Regular* *All Caps*	00*
Eyebrows, Hashtags, & Calls to Action *Clinique's Nitti Regular or Medium* *All Caps*	**#EVENBETTER**
Editorial Science Storytelling *Clinique's Nitti Regular* *Sentence Case*	This moisture-binding ingredient helps create a "moisture reservoir" for ideal hydration.

Callouts.

We use the **callout style** as playful elements that, while informative, also attract the eye. They should be mapped to the environment around them and should have interconnectivity with product and people.

⚠ **SIZING**

To ensure maximum legibility, Clinique's Nitti Callouts style should not be set smaller than **5pt in print** or **16pt in digital**.

Usage Rules

Callout style in action

Font	Font Weight	Case	Ideal Character Limit
Clinique's Nitti	Bold	All Caps	15 Characters

Callouts examples.

The **callout style** works best with short words and sentences, particularly for NEW, and should be placed in direct contact with the product it is supporting.

Product names.

The **product names style** should be set slightly larger and should only be broken at natural break points in the product name. ™ in the product names should use the ™ glyph and *not* be superscript.

⚠ **SIZING**

To ensure maximum legibility, Clinique's Nitti Product Names style should not be set smaller than **5pt in print** or **16pt in digital**.

Usage Rules   Product names style in action

This is skincare.

EVEN BETTER CLINICAL™ SERUM FOUNDATION

Font	Font Weight	Case
Clinique's Nitti	Regular	All Caps

Price.

The **price style** should be set separately in Clinique's Nitti in a position that help give it prominence.

⚠ **SIZING**

To ensure maximum legibility, Clinique's Nitti Price style should not be set smaller than **5pt in print** or **16pt in digital**.

Usage Rules   Price style in action

We have lash lift-off.

HIGH IMPACT ZERO GRAVITY™ MASCARA

STARTING AT
00.00

Font	**Font Weight**	**Case**
Clinique's Nitti	Regular or Bold	All Caps

Eyebrows, hashtags, & calls to action.

The **eyebrows, hashtags, & calls to action style** should be relative in size and location to all Clinique information (product, price).

⚠ **SIZING**

To ensure maximum legibility, Clinique's Nitti Eyebrows, Hashtags, and Calls to Action style should not be set smaller than **5pt in print** or **16pt in digital**.

Usage Rules

Eyebrows, hashtags, & calls to action style in action

LIMITED TIME ONLY

Take $10 off foundation.

Get your ideal foundation match in your favorite: liquid or powder.

Font	Font Weight	Case	Ideal Character Limit	Ideal Line Limit
Clinique's Nitti	Regular or Medium	All Caps	30 Characters	2 Lines

Editorial Science Storytelling.

The **editorial science storytelling style** should only be used in short paragraphs showcasing efficacious storytelling, helping to separate the content in a visually narrative way.

⚠ **USAGE**

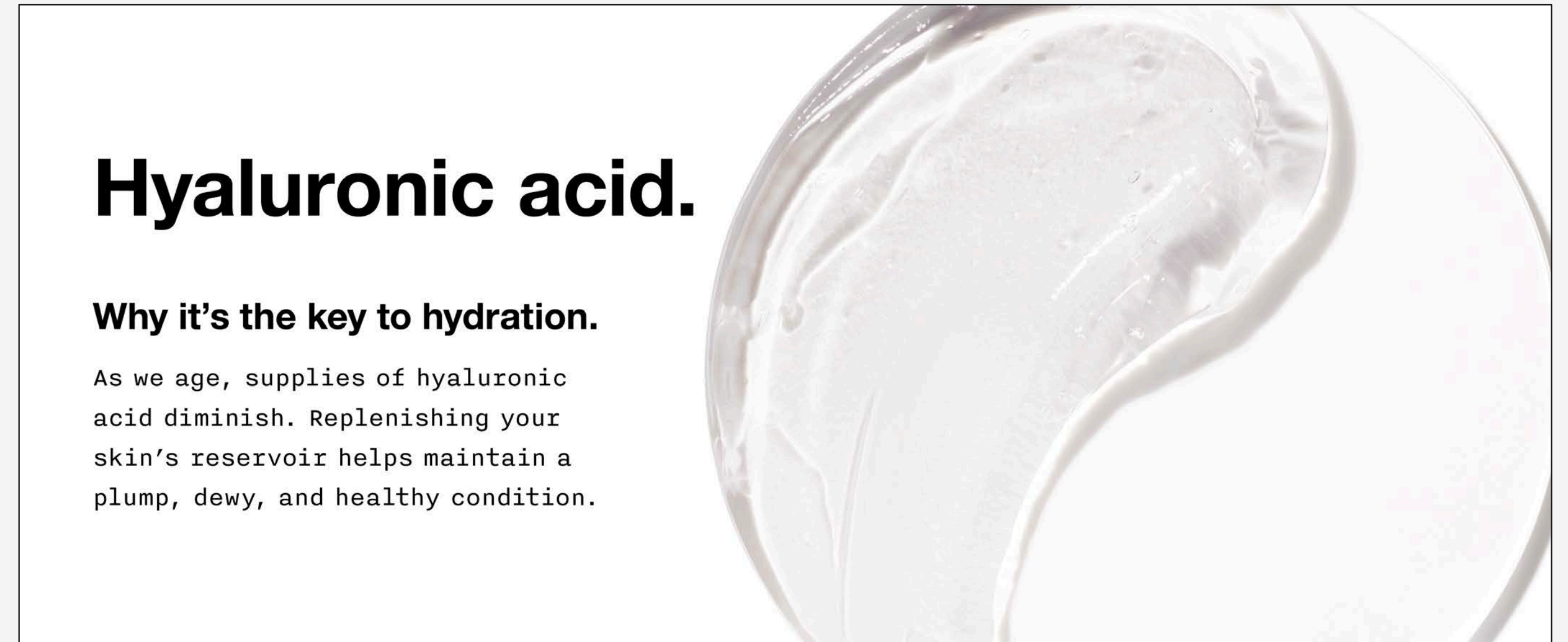This style should only live in these scenarios across retail and digital.

Retail
· Editorial storytelling units
· Trending now tables
· Discovery tables
· Newness storytelling kits
· Editorial moodboard layouts

Digital
· Editorial social
· Site assets
· Email

Usage Rules   Editorial Science Storytelling style in action

Hyaluronic acid.

Why it's the key to hydration.

As we age, supplies of hyaluronic acid diminish. Replenishing your skin's reservoir helps maintain a plump, dewy, and healthy condition.

Font	**Font Weight**	**Case**	**Ideal Character Limit**	**Ideal Line Limit**
Clinique's Nitti	Regular	Sentence Case	300 Characters	10 Lines

Secondary font typesetting.

Typesetting.

We adhere to specific typesetting standards when using Clinique's Nitti.

CASES

Our secondary font uses all caps for different type styles to achieve maximum impact and to help vary hierarchy. ***PLEASE NOTE:*** *The only exception is the Editorial Science Storytelling Style which should only be used in appropriate scenarios (see page 33 for further information).*

✓ **ALL CAPS**

BLUE LIGHT

All type should be set in all caps.

✗ **LOWER CASE**

blue light

We do not set Clinique's Nitti in lower case.

✓ **SENTENCE CASE**

…soothes and stabilizes.

*The only exception is within the **Editorial Science Storytelling Style**.*

TRACKING

All usages of Nitti must be set to **zero tracking**. This helps to ensure readability and legibility across its applications. Clinique's Nitti is also a naturally monospaced font and already achieves optimal tracking.

✓ **GOOD**

#EVENBETTER

*0 Tracking
Good*

✗ **TOO TIGHT**

#EVENBETTER

*-10 Tracking
Too tight*

✗ **TOO LOOSE**

#EVENBETTER

*+10 Tracking
Too loose*

Secondary font substitutions.

In programs that do not allow Clinique' Nitti, i.e., PowerPoint, you may use Courier New.

Use "Courier New"

PowerPoint

Use "Courier New"

Keynote

Type scale.

Type scale.

Clinique has specific type styling rules depending on the channel. This chapter further explains how to successfully apply our type scale.

Please note that when channel-specific rules do not take precedence, as shown in the preceding slides, we default to a 4-point system for consistency.

4-point grid system.

Channel-specific type scale.

The 4-point grid system.

We default to a 4-point grid system for our type *when channel-specific rules do not take precedence.* When in doubt, four it out!

All type sizes occur in multiples of 4 (i.e., 16, 24, 32, 48, 64, 80, 100, and so on) and are strategically built for ease of use and to encourage legibility. Increments of 4 can be sized up or down depending on layout.

An example of 4-points system across type styles:

HEADLINE STYLE	SUBHEADLINE STYLE	BODY COPY STYLE
4*40 (160pt) A	**4*13** (52pt) Aa	**4*4** (16pt) Aa

The 4-point grid system example.

As seen in the chart on the right, type styles are determined by increments of 4, going down in number until body size copy, which should generally not go below 16pt, although exceptions may apply.

Subheadlines should always be noticeably smaller than headlines, with the recommendation being dividing the headline by 4.

⌕ A CLOSER LOOK AT LEADING

Leading is sized according to digital and print best practices.

In digital, Leading should be set at +4pt the type size, unless it is set in Helvetica body copy size, which should be set at +8pt type.

In print, Leading should be set at +1pt the type size, unless it is over 200pt, in which case it should be set to 0pt.

TYPE STYLE EXAMPLES	FONT SIZE	LEADING
CALLOUT	32pt **(4*8)**	36pt **(+4)**
Head lines.	80pt **(4*20)**	80pt
Subheadlines.	20pt **(4*5)**	24pt **(+4)**
Body copy.	16pt **(4*4)**	24pt **(+8)**
PRODUCT NAMES	16pt **(4*4)**	20pt **(+4)**

The grid in context.

Note how the copy stacks according to hierarchical size across the grid.
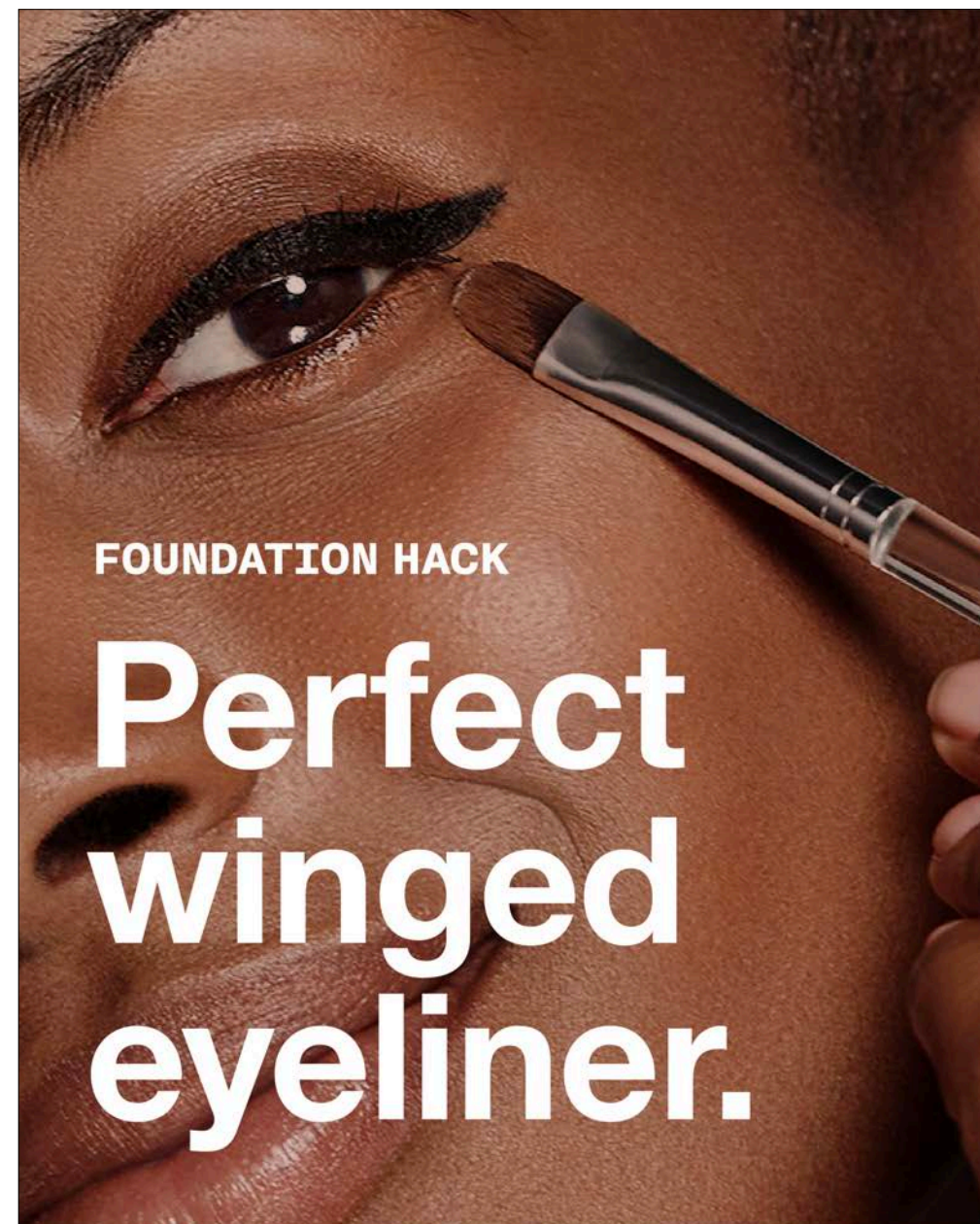
Callout

24 pt type (4*6)
28 pt leading

Headline

80 pt type (4*20)
80 pt leading

Subheadline

28 pt type (4*7)
32 pt leading

FOUNDATION HACK

Perfect winged eyeliner.

Beyond foundation.

Five genius foundation hacks to change your makeup game, starring the ultimate multi-tasker: Beyond Perfecting™ Foundation + Concealer.

Body copy

16 pt type (4*4)
20 pt leading

The grid in context.

Note how each multiple of 4 provides an optically balanced scale of the typography.

Headline

48 pt type (4*12)
48 pt leading

Product name and price

16 pt type (4*4)
20 pt leading

Body copy

16 pt type (4*4)
20 pt leading

Our most brilliant de-aging serum yet.

With Clinique Smart Clinical Repair™ Serum, even deep wrinkles start to look reduced in just 10 days*, thanks to a trifecta of powerhouse technologies.

NEW

CLINIQUE SMART CLINICAL REPAIR™
WRINKLE CORRECTING SERUM

00.00*

Repair.
Boost natural collagen with CL1870 Complex

Resurface.
Smooth skin with potent retinoid

Replump.
Hydrate fine wrinkles with hyaluronic acid.

CLINIQUE
smart clinical repair
wrinkle correcting serum
sérum correcteur anti-rides
CL1870 LASER FOCUS COMPLEX

CLINIQUE

Body copy

16 pt type (4*4)
20 pt leading

Callout

20 pt type (4*5)
24 pt leading

Channel-specific type scale.

Channel-specific type scale.

We defer to channel-specific type scale to ensure maximum impact, consistency, and ease of use across our content.

The channels are broken across 5 categories and may be further broken down into subcategories if the specificity across those channels is required for content creation. The following pages will give an overview of type scale per channel.

Digital   pg 45 – pg 47
· Email

Retail   pg 48 – pg 52
· 2D Graphics

Print   pg 53 – pg 57
· Advertising

Social and Video.   *COMING SOON*

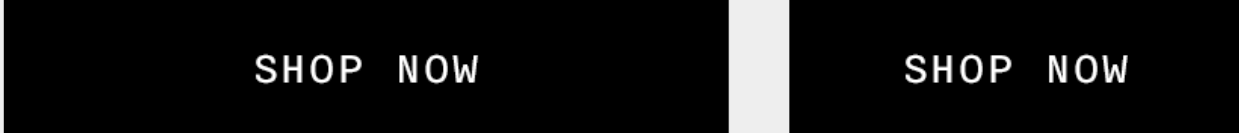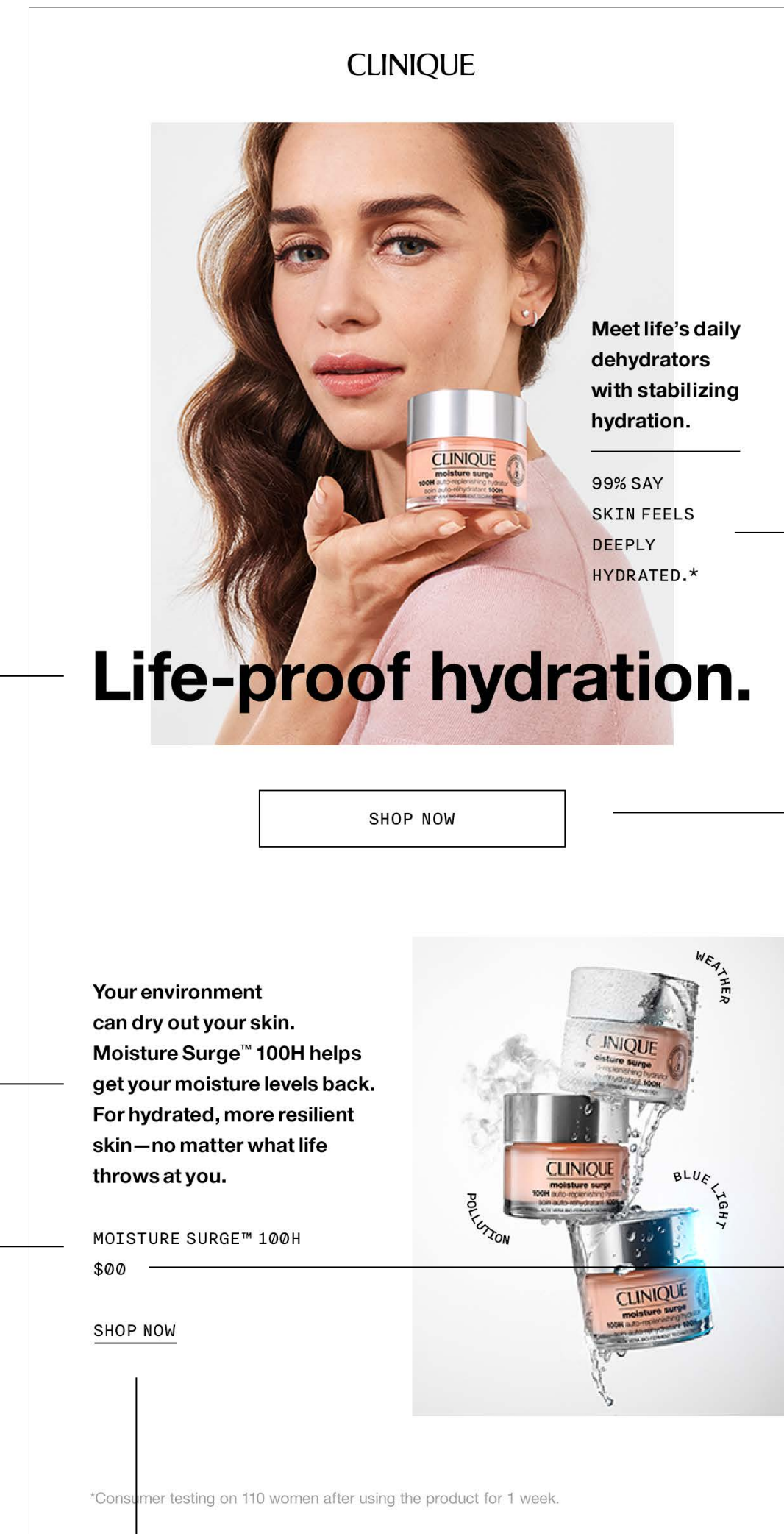# Digital.

Digital.

Channel-specific digital type scale in emails.

TYPE STYLE	FONT SIZE	LEADING
CALLOUTS	24 pts	28 pts
Headlines.	Size of headline is determined by headline length and composition with image.	Equal to type size.
Subheadline, hero. NOTE: This type style is used specifically to divide a section.	36 pts	40 pts
Subheadline, content. NOTE: This type style can be used anywhere.	24 pts	28 pts
Body copy, <u>in line link.</u>	16 pts	20 pts
PRODUCT NAME	16 pts	20 pts
PRICE, OFFER CODE, CLAIM	16 pts	20 pts
SHOP NOW	16 pts	1 line max
Legal, disclaimers.	12 pts	16 pts

BUTTON STYLES		FONT SIZE	LEADING
2pt Black Outline		16 pts	1 line max
SHOP NOW	SHOP NOW		
Black		16 pts	1 line max
SHOP NOW	SHOP NOW		
White		16 pts	1 line max
SHOP NOW	SHOP NOW		

CLINIQUE

Meet life's daily dehydrators with stabilizing hydration.

99% SAY SKIN FEELS DEEPLY HYDRATED.*

Life-proof hydration.

SHOP NOW

Your environment can dry out your skin. Moisture Surge™ 100H helps get your moisture levels back. For hydrated, more resilient skin—no matter what life throws at you.

MOISTURE SURGE™ 100H
$00

SHOP NOW

*Consumer testing on 110 women after using the product for 1 week.

Claim
16 pt type
20 pt leading

Headline
54 pt type
54 pt leading

Button
16 pt type

Body copy
16 pt type
20 pt leading

Product name
16 pt type
20 pt leading

Price
16 pt type
20 pt leading

Shop now
16 pt type

Legal
12 pt type
16 pt leading

Retail.

Channel-specific retail type scale in lightboxes.

TYPE STYLE	FONT SIZE	LEADING
Headlines.	Size of headline is determined by headline length and composition with image. Increase headline size in increments of +4pts.	For type sizes under 200pts, leading equals the type size. For type sizes over 200pts, leading equals the type size minus 20.
Subheadlines.	Headline size divided by 4	Leading equals the type size +1pt.
CLAIMS	Headline size divided by 4	Leading equals the type size +1pt.
Legal, disclaimers.	Headline size divided by 8.	Leading equals the type size +1pt.

Headline

420 pt type
400 pt leading

Subheadline

105 pt type
105 pt leading

Claim

105 pt type
105 pt leading

Legal, disclaimers

52 pt type
56 pt leading

Life-proof hydration.

Meet life's daily dehydrators with stabilizing hydration.

WEATHER

POLLUTION

BLUE LIGHT

99% SAY SKIN FEELS DEEPLY HYDRATED.*

*Consumer testing on 110 women after using the product for 1 week.

🔍 **HEADLINE**

Size	Based on asset and imagery
Leading	Over 200pts: Leading equals type size minus 20

🔍 **SUBHEADLINE + CLAIM**

Size	Headline divided by 4
Leading	Equals type size +1pt

Channel-specific retail type scale in 2D graphics.

TYPE STYLE	FONT SIZE	LEADING
Headlines.	Size of headline is determined by headline length and composition with image. Increase headline size in increments of +4pts.	For type sizes under 200pts, leading equals the type size. For type sizes over 200pts, leading equals the type size minus 20.
Subheadlines.	Headline size divided by 4	Leading equals the type size +1pt.
CLAIMS	Headline size divided by 4	Leading equals the type size +1pt.
Product Benefit information	12 pts	13 pts
PRODUCT NAME	12 pts	13 pts
PRICE	12 pts	13 pts
Disclaimers + Fine Print	6 pts	7 pts

Disclaimers

6 pt type
7 pt leading

Headline

Determined by the
number of words,
length and/or by the
composition of layout
+ imagery.

* Consumer testing on 221 women after using product for 8 weeks.
** Suggested retail price.

· Vitamin C and UP302 to visibly
  reduce dark spots.
· Salicylic acid to smooth skin.
· Weightless, full coverage.
· Satin matte finish.

EVEN BETTER CLINICAL™
SERUM FOUNDATION
00 OZ., **00.00****

Perfecting coverage meets the power of serum technology.

Product benefit

12 pt type
13 pt leading

Price

12 pt type
13 pt leading

Product name

12 pt type
13 pt leading

Print.

Channel-specific print type scale for advertising in single page.

TYPE STYLE	FONT SIZE	LEADING
CALLOUTS	10 pts	-
# Headlines.	Determined by the number of words, length and/or by the composition of layout + imagery.	Equal to type size
Subheadlines.	16 pts	17 pts
CLAIMS	16 pt	17 pt
Celebrity name (Clinique's Helvetica Bold)	10 pts	11 pts
Clinique Global Brand Ambassador (Clinique's Helvetica Light)	10 pts	11 pts
PRODUCT NAME	10 pts	11 pts
PRICE	8 pts	9 pts
Disclaimers + Fine Print	6 pts	7 pts

Headline

Determined by the number of words, length and/or by the composition of layout + imagery.

Claim

15 pt type
16 pt leading

Fine print

6 pt type
7 pt leading

Product name

9 pt type
10 pt leading

Don't call it makeup.

Built with serum technology, it's skincare in just your shade.

86% SKINCARE FORMULA*

IN 42 SHADES

CLINIQUE
even better clinical
serum foundation
SPF 20
fond de teint sérum

©2022 Clinique Laboratories, LLC

EVEN BETTER CLINICAL™ SERUM FOUNDATION. 00.00**
* 14% makeup ingredients.
** Suggested retail price.

CLINIQUE

Subheadline

15 pt type
16 pt leading

Disclaimer

6 pt type
7 pt leading

Fine print

6 pt type
7 pt leading

Product name

8 pt type
9 pt leading

**Clinique
Global Brand
Ambassador**

10 pt type
11 pt leading
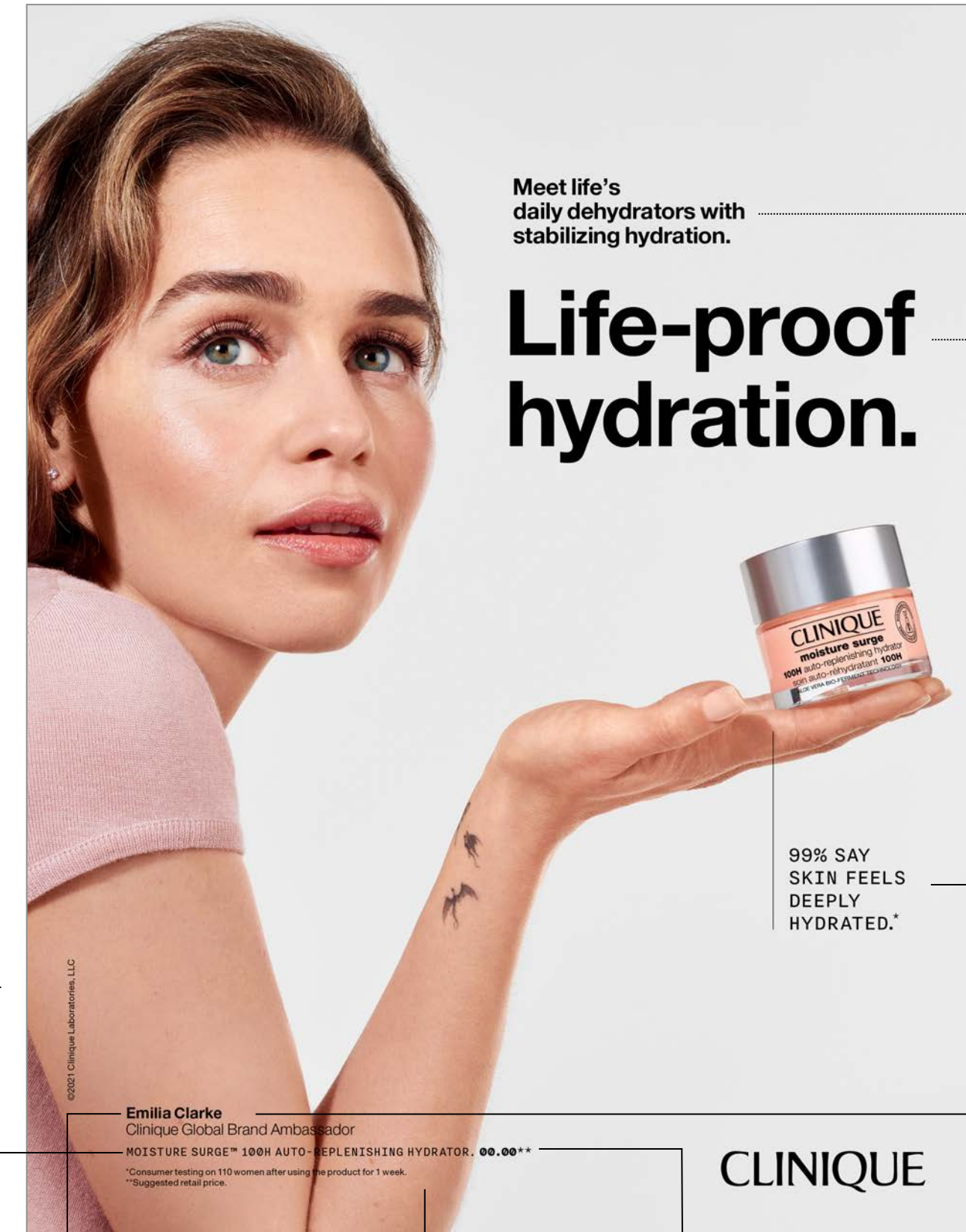
Meet life's daily dehydrators with stabilizing hydration.

Life-proof hydration.

CLINIQUE
moisture surge

99% SAY SKIN FEELS DEEPLY HYDRATED.*

©2021 Clinique Laboratories, LLC

Emilia Clarke
Clinique Global Brand Ambassador
MOISTURE SURGE™ 100H AUTO-REPLENISHING HYDRATOR. 00.00**
*Consumer testing on 110 women after using the product for 1 week.
**Suggested retail price.

CLINIQUE

Subheadline

15 pt type
16 pt leading

Headline

Determined by the number of words and length of headline.

Claim

15 pt type
15 pt leading

Celebrity name

10 pt type
11 pt leading

Disclaimer

6 pt type
7 pt leading

Price

8 pt type
9 pt leading

Channel-specific print type scale for advertising in double page.

TYPE STYLE	FONT SIZE	LEADING
CALLOUTS	10 pts	-
Headlines.	Determined by the number of words, length and/or by the composition of layout + imagery.	Equal to type size
Subheadlines.	16 pts	17 pts
CLAIMS	16 pt	17 pt
Celebrity name (Clinique's Helvetica Bold)	10 pts	11 pts
Clinique Global Brand Ambassador (Clinique's Helvetica Light)	10 pts	11 pts
PRODUCT NAME	10 pts	11 pts
PRICE	8 pts	9 pts
Disclaimers + Fine Print	6 pts	7 pts

Claim
16 pt type
17 pt leading

Celebrity name
10 pt type
11 pt leading

Subheadline
16 pt type
17 pt leading

Built with serum technology, it's skincare in just your shade.

Don't call it makeup.

Headline
Determined by the number of words, length and/or by the composition of layout + imagery.

86% SKINCARE FORMULA*

CLINIQUE

Emilia Clarke
Clinique Global Brand Ambassador
is wearing shade CN 18.

EVEN BETTER CLINICAL™ SERUM FOUNDATION. 00.00*

Product name
9 pt type
10 pt leading

Clinique Global Brand Ambassador

10 pt type
11 pt leading

Disclaimer
6 pt type
7 pt leading
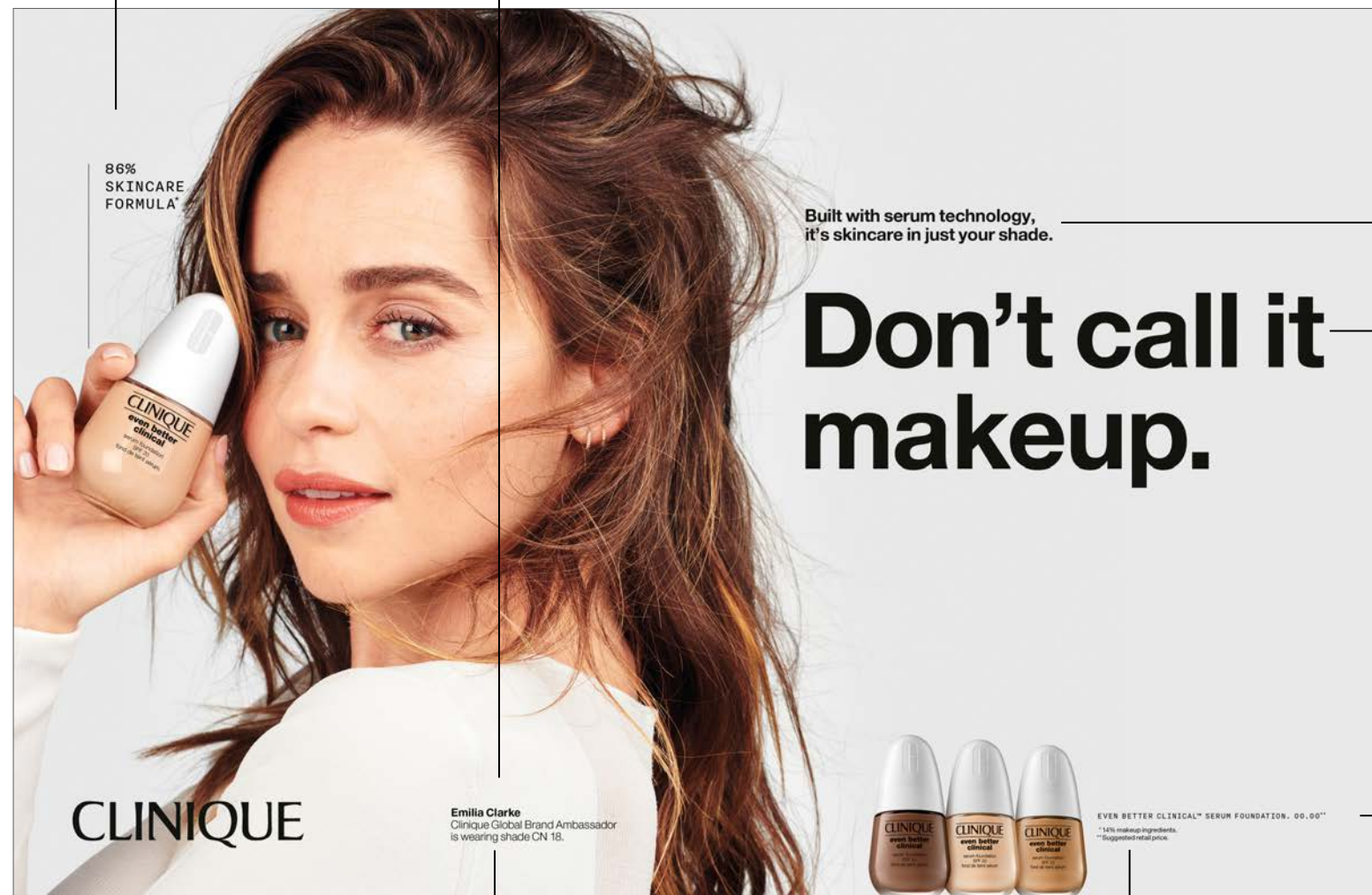
Headline
Determined by the number of words, length and/or by the composition of layout + imagery.

Callout
12 pt type

Subheadline
16 pt type
17 pt leading

Life-proof hydration.

Meet life's daily dehydrators with stabilizing hydration.

99% SAY SKIN FEELS DEEPLY HYDRATED.*

Claim
16 pt type
17 pt leading

CLINIQUE
moisture surge
100H auto-replenishing hydrator
soin auto-réhydratant 100H
ALOE VERA BIO-FERMENT TECHNOLOGY

CLINIQUE
moisture surge
100H auto-réhydratant 100H
ALOE VERA BIO-FERMENT TECHNOLOGY

CLINIQUE
moisture surge
100H auto-replenishing hydrator
soin auto-réhydratant 100H
ALOE VERA BIO-FERMENT TECHNOLOGY

MOISTURE SURGE™ 100H AUTO-REPLENISHING HYDRATOR. 00.00**

CLINIQUE

Product name
9 pt type
10 pt leading

Price
8 pt type
9 pt leading

Disclaimer
6 pt type
7 pt leading

Type alignment.

Type alignment.

Type should always be flush left or center in layouts depending on the particular context of the layout.

Adhering to type alignment rules and guardrails helps us to provide clear structure in hierarchy across all of our content.

Flush left and center.

Hanging punctuation.

Flushing left and flushing center.

To create clear hierarchy, we primarily flush left and occasionally flush center depending on layout.

To ensure consistency across all of our layouts and to create the most engaging and readable experience possible, please adhere to these alignment rules.
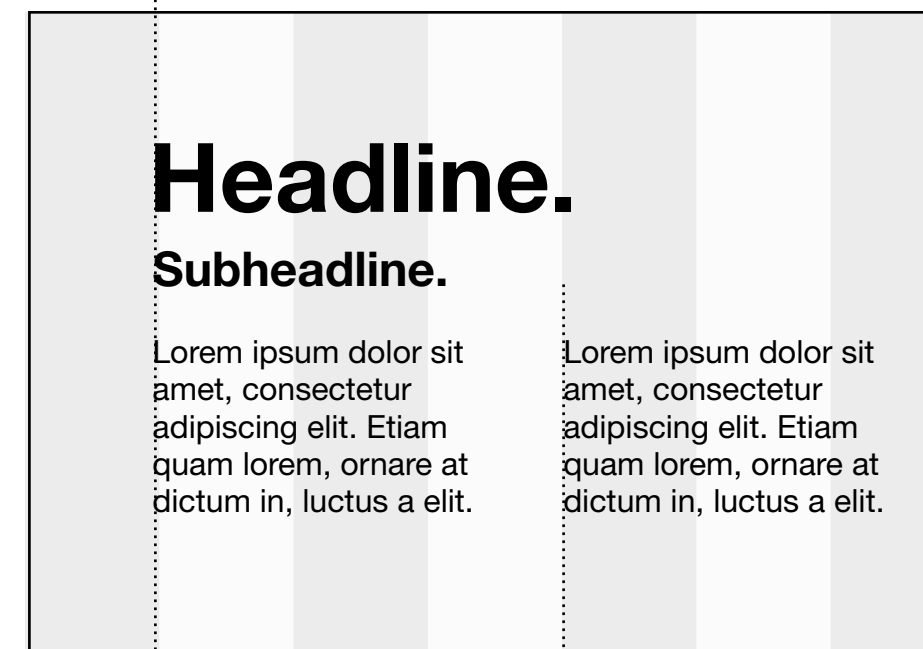
⚠ **TO FLUSH LEFT OR FLUSH CENTER?**

Flush left type should always be used for awareness level-assets, and centered type can be used at the discretion of the art director for shorter type styles in consideration level assets, such as in video supers, on social, and in email design.

✓ **FLUSH LEFT**

Transparent pigment glides on a sheer, glossy slip of lightweight color. Emollient-rich formula gives lips a sleek, moist finish.

Why? *Flush left provides easy-to-read and easy-to-track copy, particularly in body copy and in our awareness level-assets.*

✓ **FLUSH CENTER**

NEW
Clinique Pop Plush™ Creamy Lip Gloss

Why? *Centered copy helps to create dynamism in* **shorter and more direct copy,** *particularly in our consideration-level assets.*

✕ **FLUSH RIGHT**

Transparent pigment glides on a sheer, glossy slip of lightweight color. Emollient-rich formula gives lips a sleek, moist finish.

Why? *Flush right creates hard-to-read and hard-to-track copy. copy.*

Flushing left and flushing center.

To create clear hierarchy, we primarily flush left and occasionally flush center depending on layout.

To ensure consistency across all of our layouts and to create the most engaging and readable experience possible, please adhere to these alignment rules.

⚠ **TO FLUSH LEFT OR FLUSH CENTER?**

Flush left type should always be used for awareness level-assets, and centered type can be used at the discretion of the art director for shorter type styles in consideration level assets, such as in video supers, on social, and in email design.

Example: Standard layout.

Headline.

Body copy.

Headline copy and body copy are flush left.

Example: Standard layout with stacked body copy.

Headline.

Subheadline.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam quam lorem, ornare at dictum in, luctus a elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam quam lorem, ornare at dictum in, luctus a elit.

Headline, subheadline, and body copy broken into two paragraphs all remain flush left.

Flushing left and flushing center.

To create clear hierarchy, we primarily flush left and occasionally flush center depending on layout.

To ensure consistency across all of our layouts and to create the most engaging and readable experience possible, please adhere to these alignment rules.

⚠ **TO FLUSH LEFT OR FLUSH CENTER?**

Flush left type should always be used for awareness level-assets, and centered type can be used at the discretion of the art director for shorter type styles in consideration level assets, such as in video supers, on social, and in email design.
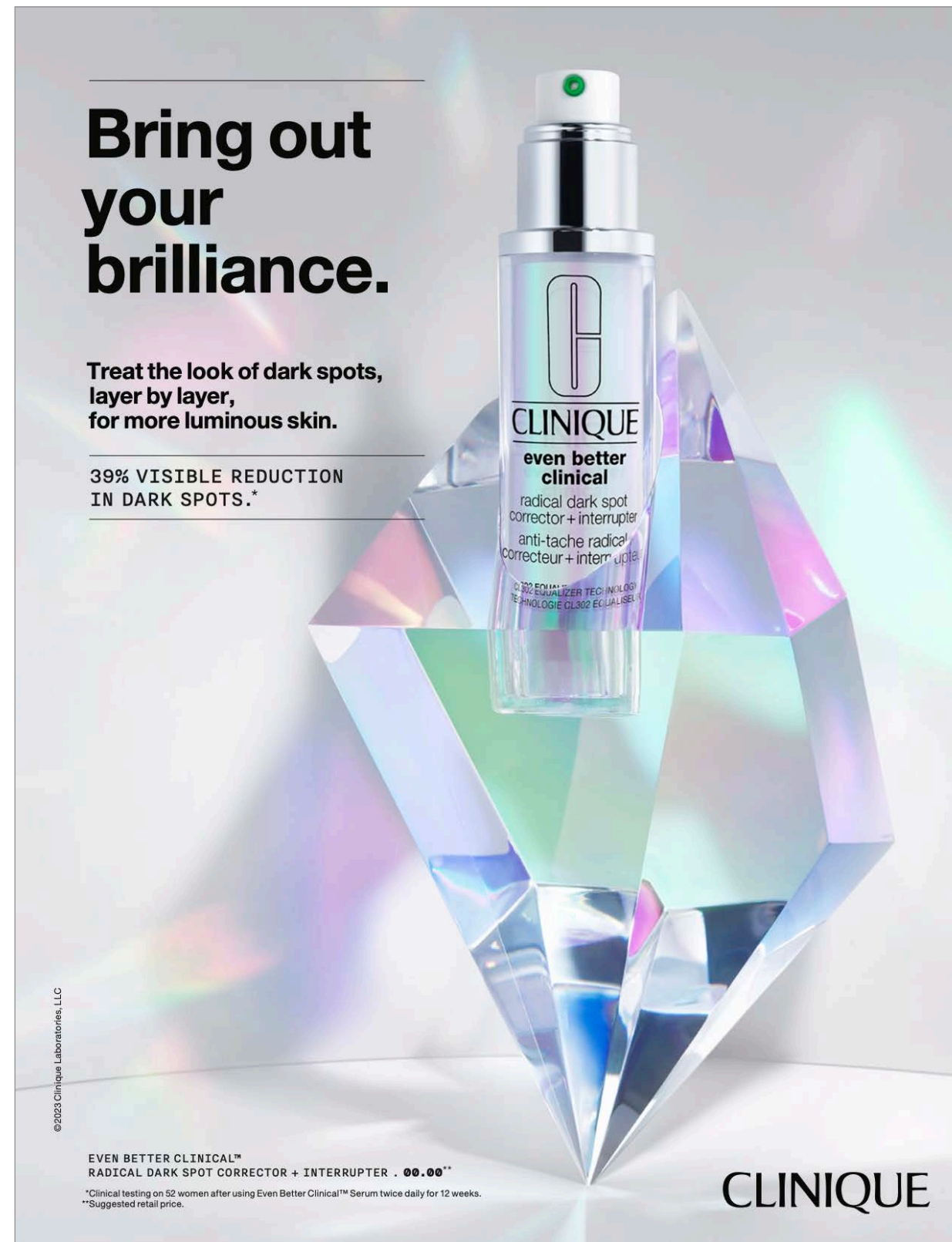
Example: Single-line large headlines.
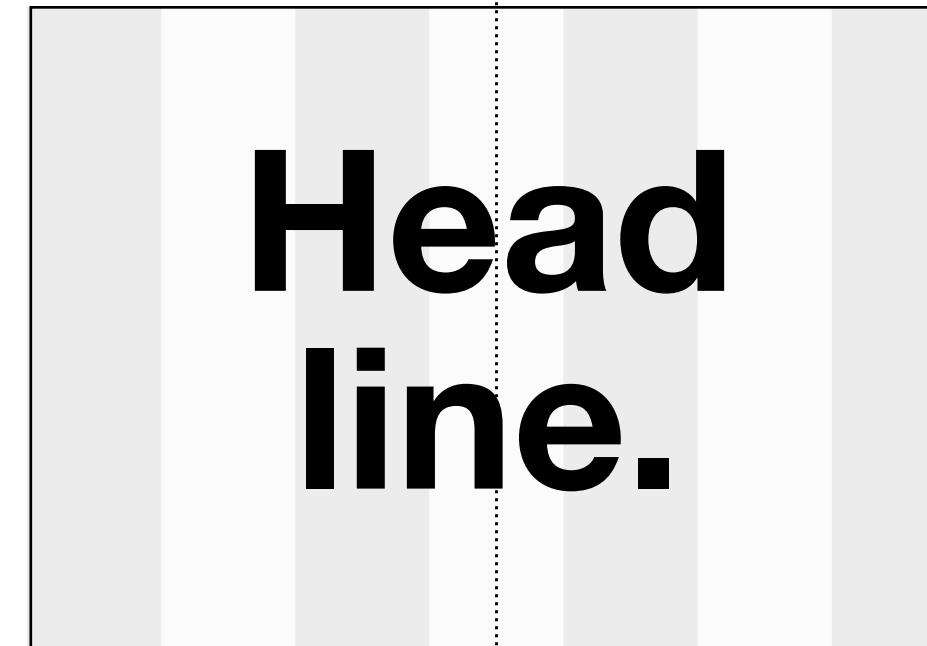
Head line.

Large Headlines are an example of flush center type where entering type achieves maximum impact.

Example: Box prompts.

Subheadline.

CTA
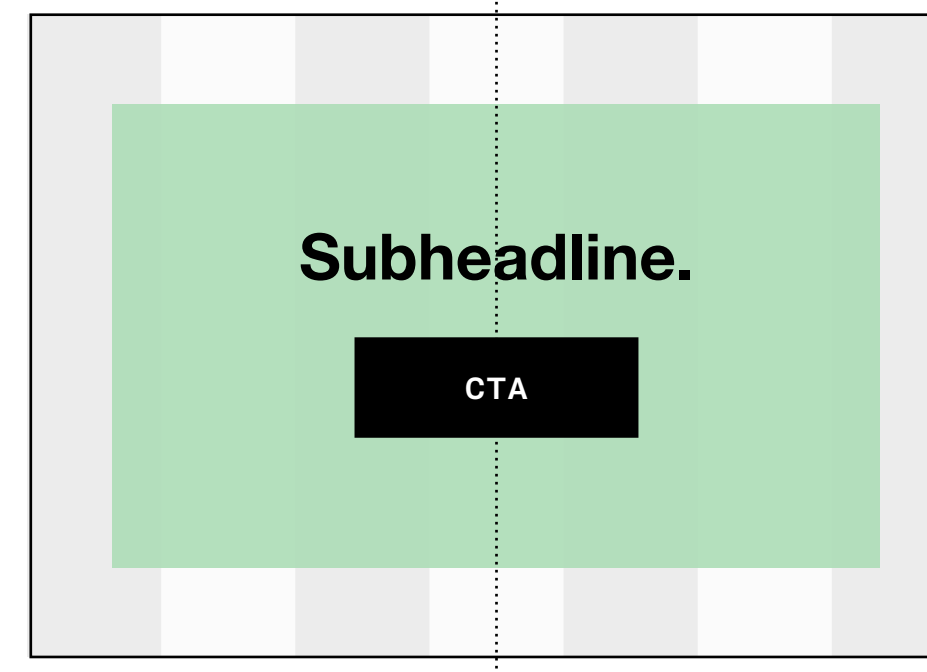
Call-to-Action Buttons and *Prompts should always be center aligned to the bounding box.*

AWARENESS ASSET
Print layout

CONSIDERATION ASSET
Email

CONSIDERATION ASSET
Video

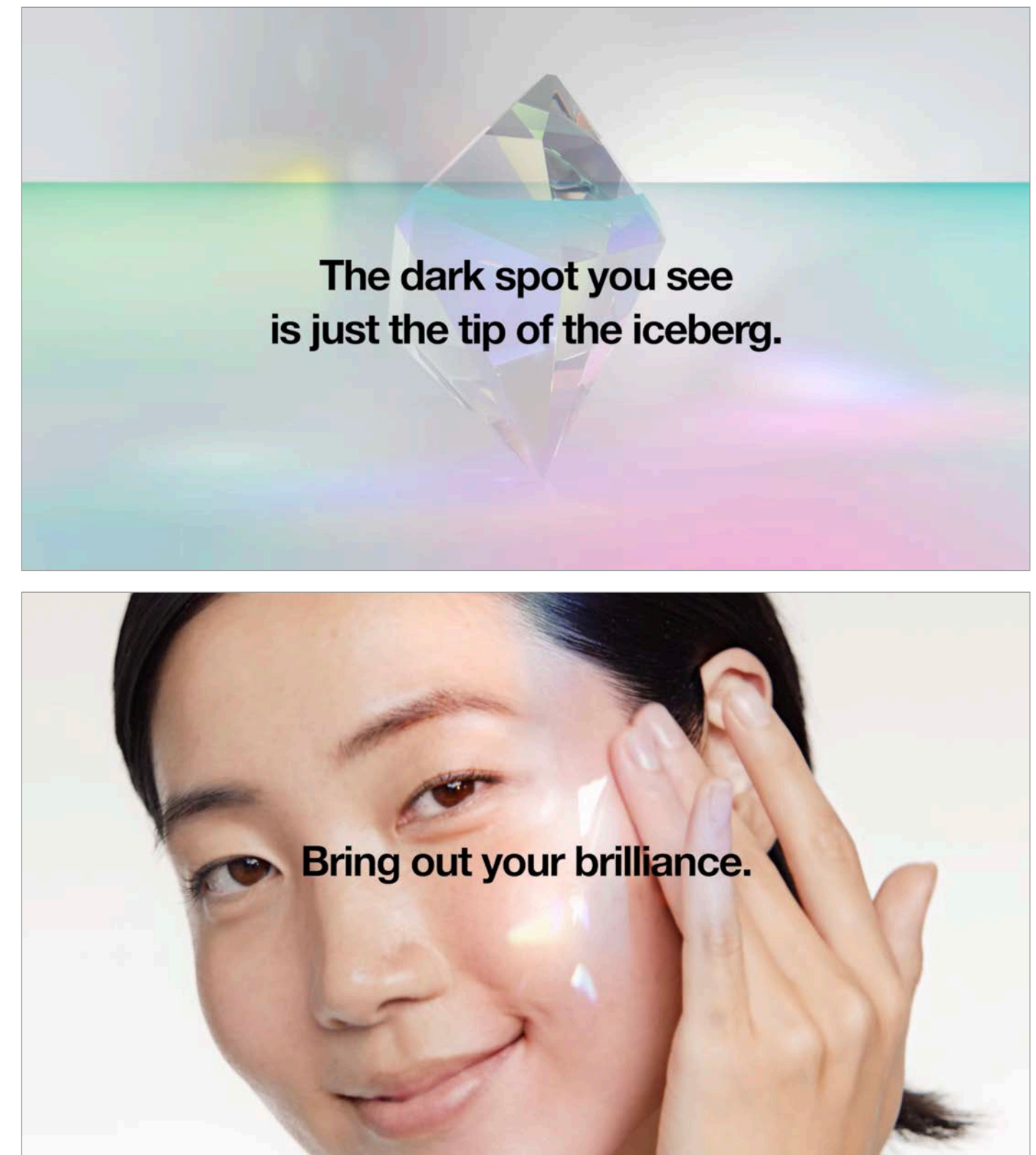**Flush left:** *Due to the nature of awareness layouts, flush left is the primary setting of choice to best represent the copy and content.*

Flush center: *To support variation across consideration layouts, flush center should be used in contexts that benefit from it, i.e. mobile.*

Flush center: *To support variation across consideration layouts, flush center should be used in contexts that benefit from it, i.e. videos and social media.*

When punctuation hangs.

We set our type to include punctuation that hangs to maintain the most visually appealing appearance and to avoid breaking up pieces of copy.

How to hang punctuation.

✓ **HANGING QUOTATION**

"Transparent pigment glides on a sheer, glossy slip of lightweight color. Emollient-rich formula gives lips a sleek, moist finish."
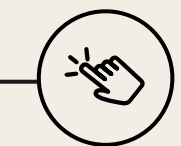
Quotation mark set to hang outside of paragraph.

✕ **NOT HANGING**

"Transparent pigment glides on a sheer, glossy slip of lightweight color. Emollient-rich formula gives lips a sleek, moist finish."

Quotation mark set to hang inside of the paragraph.

Type basics.

Type basics.

We follow standard type rules to help create consistency across our content. The following type basics are a series of general industry-standard practices and specific brand-related rules to help guide how we set our type.

🔍 **COPY STYLE GUIDELINES**

For more information on copy style and to view the guidelines, please download the Copy Styles Guidelines directly from The Foundation.

Ragging copy.

It is our best practice to avoid instances of rags, widows, and orphans when we typeset in our primary font, particularly in body copy, though it can also apply to headlines. These rules do not apply to our website, where content is responsive.

NO RAGS

Transparent pigment glides on a sheer, glossy slip of lightweight color. Emollient-rich formula gives lips a sleek, moist finish.

Why? *Correctly ragging copy shows consistency within the paragraphs making it easy to read.*

RAGS

Transparent pigment glides on a sheer, glossy slip of lightweight color. Emollient-rich formula gives lips a sleek, moist finish.

Why? *A rag creates inconsistent gaps across sentences, making paragraphs harder for the eye to track and read.*

Widows.

It is our best practice to avoid instances of rags, widows, and orphans when we typeset in our primary font, particularly in body copy, though it can also apply to headlines. These rules do not apply to our website, where content is responsive.

✓ **NO WIDOWS**

Transparent pigment glides on a sheer, glossy slip of lightweight color. Emollient-rich formula gives lips a sleek, moist finish.

Why? *Fixed paragraph avoids a hanging word.*

✗ **WIDOWS**

Transparent pigment glides on a sheer, glossy slip of lightweight color. Emollient-rich formula gives lips a sleek, moist finish.

Why? *A widow leaves one word hanging at the end of a paragraph, creating an inconsistent experience.*

Orphans.

It is our best practice to avoid instances of rags, widows, and orphans when we typeset in our primary font, particularly in body copy, though it can also apply to headlines. These rules do not apply to our website, where content is responsive.

✓ **NO ORPHANS**

Transparent pigment glides on a sheer, glossy slip of lightweight color.

Why? *When we correctly typeset our text orphan lines are avoided.*

✕ **ORPHANS**

Transparent pigment glides on a sheer, glossy slip of lightweight color.

Emollient-rich formula gives

Why? *An orphan leaves one sentence from a paragraph either on the next page, or starting on a previous page.*

Punctuation.

All that we say is clear and direct. Our punctuation aligns with the clarity of our statements and we should always use meaningful and concise punctuation.

✓ **PERIODS**

We have lash lift-off.

Headlines, subheadlines, body copy, setting lists, and fine print should always end in a period.

✕ **EXCLAMATION MARKS**

We have lash lift-off!

We do not use exclamation points in headlines, subheadlines, or body copy.

Asterisks.

Asterisks are used in copy to denote information that needs more clarification, but would otherwise interrupt the flow of the main copy.

This information is footnoted elsewhere on the space, usually at the bottom of the page as fine print. Asterisks appear in main copy, at the end of the word or phrase needing clarification.

They can be set in Clinique's Helvetica Neue or Clinique's Nitti, depending on type style, with **Clinique's Helvetica Neue being set with superscript** and **Clinique's Nitti being set without superscript**.

The clarifying footnote should begin with an asterisk and should only be set in our Disclaimer type style.

✓ ASTERISK AFTER COPY

Free with purchase*

Set after the main copy in the Body Copy type style.

✓ ASTERISK AFTER COPY

PRODUCT NAME™ LOREM IPSUM
00.00**

Set after the main copy in the Product and Price type styles.

✓ AS A FOOTNOTE

*Disclaimer one
**Disclaimer two

Asterisks appear first in footnotes set in the Disclaimer type style.

✓ WHEN LARGE

Defy*

Set the asterisk as superscript when setting Clinique's Helvetica Neue large.

Setting lists and midpoints.

When creating a list, we use midpoints (·), not bullet points (•). The midpoint is a period that is centered on the x-height of the type. It is accessed by pressing [shift + option + 9].

Lists should be set after a hard return following the preceding text, list items should be separated by hard returns (not spaces), should include a normal space after the midpoint, and should not hang nor indent punctuation.

✓ **RIGHT SIZE**

· Natus error sit voluptatem accusantium.
· Doloremque laudantium, totam rem aperiam eaque ipsa quae ab illo inventore veritatis et.
· Architecto beatae vitae dicta sunt explicabo.

This list is set with a midpoint.

✕ **TOO LARGE**

• Natus error sit voluptatem accusantium.
• Doloremque laudantium, totam rem aperiam eaque ipsa quae ab illo inventore veritatis et.
• Architecto beatae vitae dicta sunt explicabo.

This list is set with a bullet.

List alignment and spacing

Setting lists and midpoints.

When creating a list, we use midpoints (·), not bullet points (•). The midpoint s a period that is centered on the x-height of the type. It is accessed by pressing [shift + option + 9].

Lists should be set after a hard return following the preceding text, list items should be separated by hard returns (not spaces), should include a normal space after the midpoint, and should not hang nor indent punctuation.

✓ **LINING UP WITH TEXT**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

· Natus error sit voluptatem accusantium.
· Doloremque laudantium, totam rem aperiam eaque ipsa quae ab illo inventore veritatis et.
· Architecto beatae vitae dicta sunt explicabo.

✓ **SPACING**

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

· Natus error sit voluptatem accusantium.
· Doloremque laudantium, totam rem aperiam.

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Product names.

Product names should always be set in the Product Type Style, should always be all caps.

When breaking up product names, they should have single ideas separated line by line.

NOTE: Setting ™ will be explained in the following pages.

✓ **CONNECTED PHRASES**

DRAMATICALLY DIFFERENT™
HYDRATING JELLY

Keep connected phrases together. In this case, "Dramatically Different™" is one connected phrase and "Hydrating Jelly" is another.

✓ **CONNECTED PHRASES**

CLINIQUE SMART CLINICAL REPAIR™
WRINKLE CORRECTING EYE CREAM

CLINIQUE SMART
CLINICAL REPAIR™
WRINKLE CORRECTING
EYE CREAM

Keep connected phrases together. In this case, "Clinique Smart Clinical Repair" is one connected phrase and "Wrinkle Correcting Eye Cream" is another.

✗ **UNCONNECTED PHRASES**

EVEN BETTER CLINICAL™
SERUM FOUNDATION BROAD
SPECTRUM SPF 25

This represents broken connected phrases. "Even Better" is one connected phrases, while "Clinical™ Serum Foundation" and "Broad Spectrum SPF 25" are other connected phrases.

Setting ™.

When setting ™ in Clinique's Helvetica Neue, superscript should be used with the ™ glyph.

Setting ™s in Clinique's Helvetica Neue.

Step 1
Add TM character glyph (™)

Moisture Surge™

Step 2
Superscript TM (™)

Moisture Surge™

Step 3
Baseline shift TM down to top-align with character to the left

Moisture Surge™

ge™

Step 4
If there is a period after the word, set TM after the period and kern TM to the left to close up the space

Moisture Surge.™

ge.™

Setting ™.

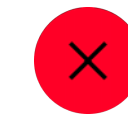When setting ™ in Clinique's Nitti, the ™ glyph should be used without superscript.

Setting ™s in Clinique's Nitti

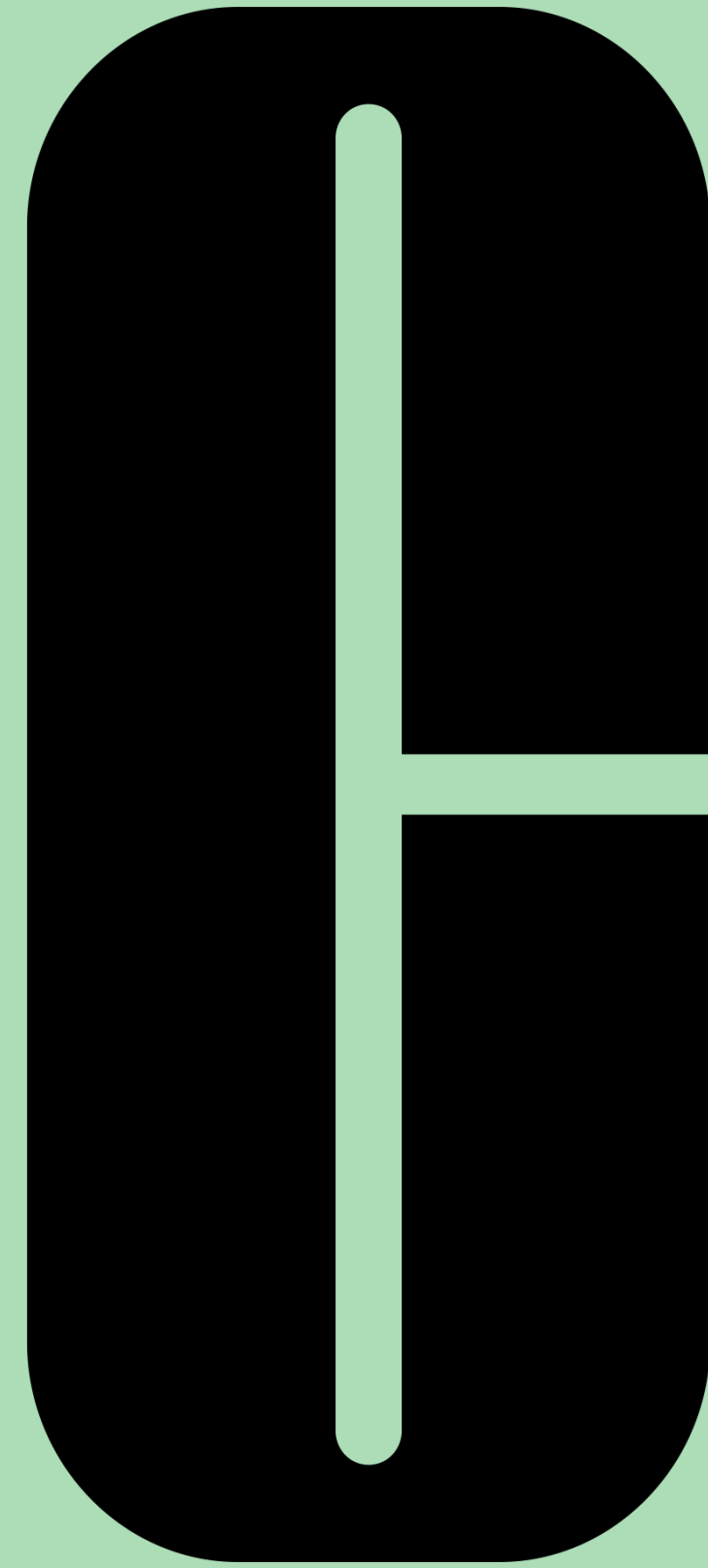| ✓ SETTING TM	✕ TM GLYPH
REPAIR™	TM vs ™
*The ™ glyph should be inserted **without** superscript.*	*Always use the "™" character and do not typeset "T" and "M" individually.*

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